

This is a glimpse of how golfers' behavior impacts the business of facility maintenance and management. It shows the link between the professional community and golfers. Throughout the year, we'll publish trends, likes/dislikes, suggestions and other information about your customers.

Barriers to play

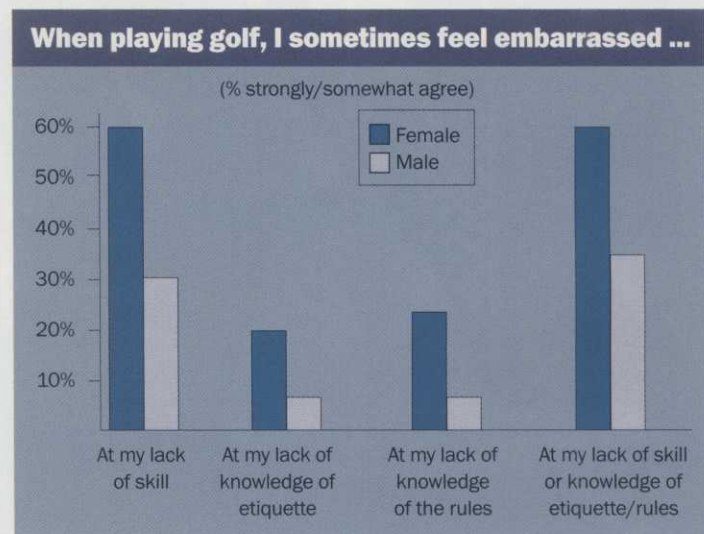
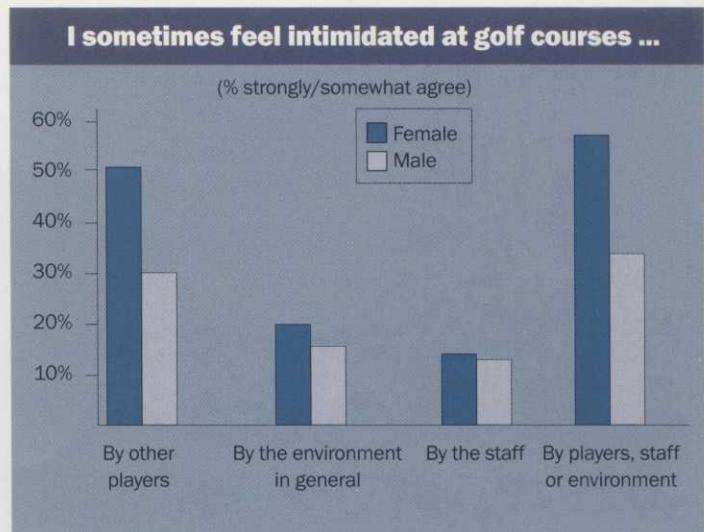
A high percentage of golfers are intimidated or embarrassed at golf courses, according to a recent survey conducted by the National Golf Foundation. The finding shows efforts to create new players – or more frequent, committed golfers – are more difficult. However, most of the issues surrounding these bad feelings are addressable at the facility.

More than half of female golfers feel intimidated by other players, the staff or the environment in general. And 60 percent of women feel embarrassed by their lack of skill or knowledge. Men are far less likely to feel intimidated or embarrassed compared to women. Still, one-third are

Infrequent golfers are much more likely to have these feelings compared to more frequent players. Addressing the issues: Skill, the No. 1 issue, can be addressed in group lessons; staff can be more welcoming; structured programs for beginners can include rules and etiquette lessons; and so on.

When asked what would make them play more often, golfers overwhelmingly answered the age-old time-and-money issue, which, for the most part, aren't addressable at the facility. Issues that are addressable, and are important to many golfers, include having a social network of people to play with, such as leagues, playing nine holes and walking instead of riding.

Source: National Golf Foundation



I'd play more often if...	Male	Female	Occasional	Core	} addressable
			(1-7 rounds)	(8+ rounds)	
I could play better	41%	55%	50%	40%	} addressable
I had more people to play with	38%	47%	44%	37%	
I could play (and pay or) less than 18 holes	22%	30%	27%	20%	
I could walk instead of ride	13%	10%	13%	11%	
I had more time	64%	61%	70%	58%	
Playing fees were less expensive	63%	43%	63%	54%	

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